

# DEALERS JOIN IN BIG CAR SALE EVENT!

## to Mar. 12 ated Nat'l. ar Exchange By Dealers

h 3—A national drive to sweep the industry out of the current recession business generally was announced today, speaking for every American and the nation's 46,000 auto-

ufacturing schedules and employment of wage earners in the automobile factories is anticipated.

To support the campaign, Mr. MacCauley announced, the manufacturers will spend \$1,250,000 in newspaper, radio and outdoor advertising and in other promotional channels. Two-thirds of the advertising budget will be spent in newspapers.

"The motor car industry," said Mr. MacCauley in making the announcement, "is generally credited with showing the way out of the last depression. Today, the automobile manufacturers, their suppliers, the nation's 46,000 dealers and allied industries are launching a similar drive."

So far as the automobile industry is concerned, the most serious barrier to business improvement is the large stock of used cars in dealers' hands, Mr. MacCauley pointed out.

"Until these cars can be sold, it is impossible for dealers to handle a normal volume of new car business," he explained. "This means that factories will be forced to continue on part-time, and thousands of men in the motor car plants, and in allied industries must remain either out-of-work or on part-time schedules."

The primary purpose of the campaign, he said, is to make known to prospective owners the remarkable used car values which are now being offered by automobile dealers in all parts of the United States.

"The present situation has resulted in the best used car values in the country's history. We are confident that used car stocks will be reduced sharply as soon as the public becomes aware of that fact," he said. "During the last few years the most improvements have been made in motor cars and this im-

### THOMPSON TO PUSH SALES

"Both my local and Lomita used car lots are going to do everything possible to make National Used Car Exchange Week a big success," Ed Thompson, Chevrolet dealer, said today. "Heinie, my used car manager, has taken special precautions that all of my stock has been inspected and put in top condition."

"Prices, too, have been cut to the bone and I am looking forward with great enthusiasm to next week when Torrance as well as the entire nation makes a concerted effort to bring us back to prosperity thru the sale of used cars," Thompson declared.

### EDNA MULLIN LAUDS MOVE

Adding the only feminine note to the confident chorus of Torrance automobile dealers, Miss Edna Mullin, in charge of new and used sales at her father's Oldsmobile agency, today declared that "National Used Car Exchange Week in my opinion is the best move ever made by car manufacturers to dispose of overly large stocks of used cars."

"Sale of new cars adds materially to national prosperity and only by advertising and cutting prices of used cars can we hope to create a new car demand."

proved transportation is available on easy terms to those who take advantage of the bargains to be offered during "National Used Car Exchange Week," Mr. MacCauley stated. "Too many unsafe, wornout, unreliable cars, without modern safety brakes, safety glass, large tires and steel bodies, are in operation today," he continued. "Too many are costly to operate. Eleven million cars seven years old or older are licensed for operation throughout the country."

"Many of these cars can be replaced during National Used Car Week to the great advantage of the buyer and of the public—with newer, up-to-date, cars, without initial investment beyond their present car and on terms to suit the average pocketbook. These new cars offer modern equipment and are a good investment in comfort, safety and economy."

### Oldsmobile Has 'Car-a-Day' Contest

D. E. Ralston, general sales manager of Oldsmobile, this week announced a nation-wide 30-day contest in which a car a day will be given to motorists who write the most interesting comments on their reactions to a trial drive in a 1938 Oldsmobile.

The contest, which extends from March 1 to March 30, inclusive, will be conducted thru the 3,500 members of the national Oldsmobile dealer organization. Mullin's Service is the Torrance Oldsmobile agency and full information about the contest may be obtained there. Anyone over 16 years of age is eligible to enter.

After taking a trial drive in a car provided by an Oldsmobile dealer, each contestant will receive an entry blank which must be countersigned by the dealer or his representative. Space for six comments of 25 words each is provided on the blank under various subjects such as performance, ease of handling, safety, etc.

Postmark dates will automatically divide the contestants into 30 groups, each of which will be in competition for one of the 30 Oldsmobile Six Two-Door sedans offered as prizes. For example, a person who describes his driving impressions on an entry blank postmarked March 12 will be competing, not against all who may enter the contest, but only against the group whose entries bear the postmark of March 12. Winners will be notified by mail and their names will be posted progressively in Oldsmobile dealers' showrooms as soon after March 15 as judging can be completed, continuing until all 30 winners have been announced.

## BUY A MODERN CAR NOW—WHILE YOU HAVE MORE TO TRADE AND LESS TO PAY



SEE ANY CAR DEALER DISPLAYING THIS SIGN

### Get there early while the choice is wide— fine cars now offered at rock-bottom prices

This National Used Car Exchange Week gives you a great opportunity to OWN A BETTER CAR for a small investment. Automobile dealers co-operating in this big sale have a fine selection of used cars — and prices are far below those of several months ago.

Many are 1937, '36 and '35 models — backed by the finest of dealer guarantees. All have thousands of miles of first-class unused transportation in them.

And the "first-class" transportation of these modern cars represents satisfaction which the owners of older cars can hardly imagine. Beautiful, modern styling — a more comfortable ride — more room for you and your luggage — finer,

more powerful engines — better gas mileage — better brakes — bigger tires — dozens of improvements introduced since your old car was built.

Now's the time to make the switch, while you have more to trade and less to pay. Your present car may cover the down-payment — balance on easy terms. If you have no car to trade, you can still take advantage of the low down-payments and easy terms during this sale.

**BRING IN YOUR OLD CAR  
DRIVE OUT A BETTER CAR  
EASY TERMS**

SPONSORED BY THE AUTOMOBILE DEALERS AND MANUFACTURERS OF THE UNITED STATES

### Firemen Trapped by Gasoline Flames



Flames from the gas tank of a burning beer truck are shown above in this unusual action photograph as they catch up with Firemen Harold M. Johnson, right, and John H. Schaeffer in Los Angeles. A split second after the photograph was taken Johnson and Schaeffer were enveloped in the flames, suffering serious burns.

## News of the Churches

### GRACE TABERNACLE

1324 El Prado, Rev. and Mrs. W. W. Watkins, pastors.  
Sunday school, 9:30 a. m. Morning service, 11 a. m. Evening service, 7:30 p. m. Preparation meeting, 6 p. m. Prayer meetings Tuesday and Thursday, 7:30 p. m.

### METHODIST EPISCOPAL

El Prado and Main, Rev. Bernard C. Brewster, pastor.  
Sunday school, 9:45 a. m. Topic: "Serving With What We Have." Morning service, 11 a. m. Topic: "Fellowship Meditations." Evening service, 7:30 p. m. Topic: "Bubbles." Epworth League at 6:30. Mid-week service, Wednesday, 7:30 p. m.

### FIRST LUTHERAN

Acacia and Sonoma, Rev. Frank D. Meehling, pastor.  
Sunday school, 9:30 a. m. Morning service, 10:45 a. m. Topic: "Is Written." Lenten service, Wednesday at 7:30 p. m. Topic: "Jesus in the Upper Chamber." Choir rehearsal following the Wednesday service. Luther League Friday evening at 7:30.

### FIRST CHRISTIAN

Engracia at Arlington, Rev. F. T. Porter, pastor.  
Sunday school, 9:30 a. m. Morning service, 10:40 a. m. Chart sermon. Evening service, 7 p. m. Topic: "The Church and the Community." Class study Wednesday, 7:30 p. m.

### CATHOLIC CHURCH OF THE NATIVITY

Manuel and Cota avenues, Rev. Fr. Joseph V. Fitzgerald, pastor.  
Masses Sunday 8 and 10 a. m., week days at 8 a. m. Devotions Sunday and Thursday, 7:45 p. m. Instruction for children Saturday, 9:30 a. m., Sunday, 8 a. m. Mass. Adult instructions Tuesday and Friday at 7:30 p. m., at rectory, 1447 Engracia.

### LATTER DAY SAINTS

1422 Engracia, Woman's clubhouse, F. P. Halling, bishop.  
Sunday school, 10 a. m. Evening service, 7 o'clock. Sacrament service.  
Genealogical Society, Tuesday, 7:30 p. m.

### CHURCH OF THE NAZARENE

1207 El Prado, Rev. W. A. Penner, pastor.  
Sunday school, 10 a. m. Morning worship, 11 a. m. Evening worship, 7:30 p. m. Prayer and Bible study Wednesday, 7:30 p. m.

### FIRST CHURCH OF CHRIST, SCIENTIST

1298 El Prado.  
Sunday morning services at 11. Sunday school, 9:30. Wednesday evening meeting, 8 p. m. Reading room in church edifice.  
"Man" is the subject of the Lesson-Sermon on Sunday in all Christian Science Churches, branches of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts. Paul's words led by the Spirit of God, they are the sons of God," are the Golden Text.  
One of the Bible selections in the Lesson-Sermon cites the words of the Psalmist: "O LORD our Lord, how excellent is thy name in all the earth! who hast set thy glory above the heavens. . . . What is man, that thou art mindful of him? and the son of man, that thou visitest him? . . . Thou madest him to have dominion over the works of thy hands; thou hast put all things under his feet."

The Lesson-Sermon includes also these words from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy: "The enslavement of man is not legitimate. It will cease when man enters into his heritage of freedom, his God-given dominion over the material senses. Mortals will some day assert their freedom in the name of Almighty God."

### ASSEMBLY OF GOD

1639 Carson street, Winifred Clouch, pastor.  
Services: 9:45 a. m., Sunday school; 10:45, morning worship; 6:30 p. m., young people's meeting; 7:30 p. m., evangelistic meeting, Tuesday evening, 7:30, prayer meeting; Thursday, 7:30 p. m., Bible study.

### SEVENTH DAY ADVENTIST

4918 Lomita boulevard, near Walnut, Thomas G. Smith, Torrance, local leader.  
Sabbath school, 9:30 a. m., Saturdays. Church service, 11 a. m., Saturdays. Prayer meeting, 7:30 p. m., Tuesdays. Young people's meeting, 7:30 p. m., Fridays.

### GRACE TABERNACLE

1324 El Prado, Rev. and Mrs. W. W. Watkins, pastors.  
Sunday school, 9:30 a. m. Morning service, 11 a. m. Evening service, 7:30 p. m. Preparation meeting Sunday, 6 p. m. Prayer meetings Tuesday and Thursday, 7:30 p. m. Thursday, 7:30 p. m.

### Young Folks to Sport in Snow

Snow balls and hot spaghetti at Mt. Baldy will be enjoyed by the Young People's Christian Endeavor group of the Lomita Community Presbyterian church who don mittens and mufflers for a trip to the snow next Saturday afternoon, March 5.

### Winifred Thistle, Doris Hathaway and Cyril Grant made the plans for the outing following the pot-luck supper at the semi-annual social committee meeting Tuesday.

### ST. ANDREW'S EPISCOPAL

1432 Engracia, Rev. Thomas R. Marshall, vicar.  
Holy Communion, 7:30 a. m., Church School 9:30 a. m., and Holy Communion and sermon 11 a. m.

Attention is called to the change in the hour of the early service. Hereafter it will be at 7:30 a. m. with the exception of the second Sunday of the month when the service is omitted.  
There will be a weekly celebration of Holy Communion every Wednesday at 10 a. m. during Lent.

### CENTRAL EVANGELICAL

Arlington and Marequina, Rev. E. W. Matz, pastor.  
Sunday school, 10 a. m. Morning service, 10:50 a. m. Topic: "Rediscovering the Gates of God." Evening service, 7:30 p. m. Topic: "The Meaning of Christ's Death." First of a series of Lenten sermons, Christian Endeavor, 6:30 p. m. Mid-week service, Wednesday, 7:30 p. m. at the Guild hall. Meeting of Ladies' Guild, Wednesday, at the home of Mrs. M. J. Bealy, 1402 Acacia with pot luck luncheon at noon.

### FIRST BAPTIST

Carson and Martina, Rev. C. Miles Northrup, pastor.  
Sunday school, 9:45 a. m. Topic: "Serving With What We Have." Morning service, 10:50 a. m. Topic: "Joseph Makes Himself Known to His Brothers." Evening service, 7:30 p. m. Topic: "Paul On Mars Hill—The Unknown God." Young people's and children's groups, 6:30 p. m. Prayer meeting. Bring your questions. Wednesday evening, at 7:15.

### FOURSQUARE GOSPEL

American Legion hall, Rev. and Mrs. M. E. Nicholls, pastors.  
Sunday school, 9:45 a. m. Morning worship, 11 a. m. Crusader (young people's) services at 6:45 p. m. Evangelistic service, 7:30 p. m. Mid-week Bible study, Wednesday, 7:30 p. m.

# HERE'S OUR ANSWER!

## TO NATIONAL USED CAR EXCHANGE WEEK

# NEVER BEFORE SUCH BUYS



1935 FORD DeLuxe Coupe . . . \$375

1936 FORD DeLuxe Fordor Touring Sedan, (Radio) . . . \$545

1936 FORD Fordor Touring Sedan . . . \$475

1937 FORD "60" Fordor Sedan (Trunk) . . . \$595

1937 FORD Fordor DeLuxe Touring Sedan . . . \$645

1936 WILLYS COUPE Completely renewed . . . \$255

1933 FORD V-8 COUPE . . . \$265

1933 PLYMOUTH COUPE Completely reconditioned . . . \$265

EVERY CAR ABOVE HAS BEEN THOROUGHLY INSPECTED AND PASSED BY OUR FACTORY-TRAINED MECHANICS AS "READY FOR THE ROAD!" ESPECIALLY LOW PRICED FOR NATIONAL USED CAR EXCHANGE WEEK!

# SCHULTZ & PECKHAM

AUTHORIZED DEALERS OF FORD PRODUCTS  
IN TORRANCE 17 YEARS  
1514 CABRILLO AVENUE TORRANCE PHONE 137

## WE, TOO, ARE COOPERATING WITH



### CHECK THESE TYPICAL VALUES!

1936 CHEVROLET MASTER COUPE—New tires, radio, low mileage! Local car! Was \$825! Now \$550

1935 CHEVROLET STANDARD COUPE—Low Mileage, new tires, paint excellent! Was \$500 Now \$425

1935 DODGE SEDAN—Radio, clean inside and out! A real buy! \$475 Was \$550! Now \$475

1935 DODGE SEDAN—You'll look a long time to find better! Was \$550 \$450 Now

1935 CHEVROLET MASTER 2-DOOR SEDAN—New tires, new paint, runs and looks like new! Was \$425! Now \$350

1931 HUPMOBILE 4-DOOR SEDAN—One of the finest models Hup ever put out! Was \$195! Now \$125

1930 FORD MODEL-A ROADSTER—Much in demand! Completely overhauled! New paint and top! Was \$225! Now \$150

MANY MORE "TOP-OF-THE-MARKET" USED CARS TO CHOOSE FROM . . . IT'S FIRST COME — FIRST SERVED!! HURRY

## MULLIN'S SERVICE

OLDSMOBILE  
1133 Border Ave. Phone 320-J